

# Seagate® Desktop HDD

## Sales Card

### WHO IS THE TARGET AND WHY DO THEY NEED IT?

#### Who needs it?

Mainstream desktop storage users: PCs, workstations, external storage devices. System builders who are looking for a drive that can be designed into a system once for every capacity point.

#### What problems are they trying to solve?

**Lack of capacity.** They have a lot of data and need a large-capacity drive to hold it all, but they don't wish to sacrifice performance or spend a lot of money.

**Ease of adoption.** System integrators have to design and test a lot of systems to make sure they are giving their customers a great product. That takes time and money.

**Performance and reliability at an affordable cost.**

### BUT WHAT IF?

**Objection:** "The competition has three drives – how does Seagate compete with one?"

**Your response:** *Seagate Desktop HDDs offer cost-effective capacity, performance and reliability, making it the one drive for all your desktop needs.*

**Objection:** "But I want to be 'green'. Is this a 'green' drive?"

**Your response:** *"Green" drives, defined as slower-spinning drives, do not deliver power savings that justify performance trade-offs. At Seagate all drives are green, both in power usage and in manufacturing processes.*

#### Competitive Analysis

Desktop HDD has 1TB per platter delivering data throughput up to 210MB/second and 64MB cache.

Other 4TB offerings are less than 1TB/platter and thus more than 4 platters, which cost significantly more than Seagate's 4TB.

### WHY DOES IT MATTER?

#### Key trends you need to know

Over 40% of all terabytes shipped went into desktop applications. And our research has shown that the number of desktops in the market will grow from 15M now to 20M by the end of 2015.

#### Implications

With customers generating more and more data, they either have to find a place to hold this data or start deleting older files to make room.

#### Possibilities

Turning to external or cloud storage are possibilities for getting that additional capacity. Or they can get a larger hard drive for their desktop machine.

#### Solution

With Desktop HDD, integrators get a drive that does it all, so they only need to build and test one platform. The new 4TB Desktop HDD provides excellent performance at high capacity with an excellent cost/GB.

### CLOSE THE SALE.

**Desktop HDD:** The Power of One. With capacities ranging from 250GB to the new 4TB, the lowest cost per GB and best-in-class desktop performance, Seagate Desktop HDD is the one drive that does it all.

- The world's first 1TB/disc technology
- Only one drive platform to build and test
- SATA 6Gb/s interface optimises burst performance
- AcuTrac™ technology for improved reliability
- OptiCache™ technology boosts performance up to 45%.
- Free Seagate DiscWizard™ software allows you to install 3TB and 4TB hard drives in Windows, including XP, without UEFI BIOS
- 2-year limited warranty
- Over 30 years of experience in the desktop space with 2 billion drives sold

### SEED THE IDEA.

*Leading questions...*

- Q. How much could your organisation save by simplifying your HDD choices?
- Q. Did you know Seagate Desktop HDDs give you better performance and about the same power consumption as a "green" drive?

### ADDITIONAL SALES MATERIALS

*available at [spp.seagate.com](http://spp.seagate.com)*

- Product Overview
- Training
- Marketing Kit